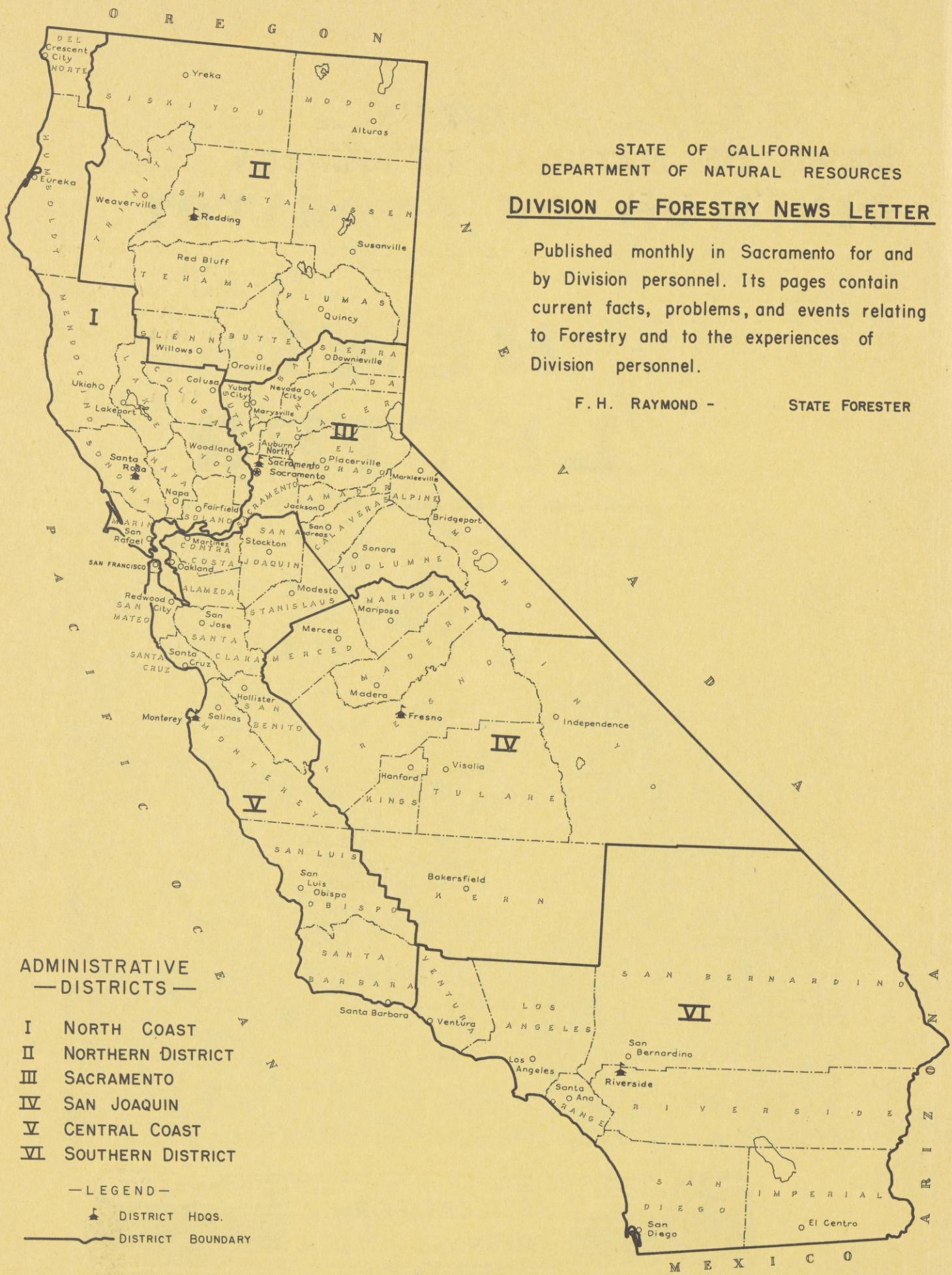
State of California
DEPT. OF NATURAL RESOURCES
DIVISION OF FORESTRY

Pgs 7 + 9

NEWS LETTER

Oct. 1958
Vol. 17 - No. 10

CALIFORNIA Natural RESOURCES
FEB 13 9



STATE OF CALIFORNIA
DEPARTMENT OF NATURAL RESOURCES

DIVISION OF FORESTRY NEWS LETTER

Published monthly in Sacramento for and by Division personnel. Its pages contain current facts, problems, and events relating to Forestry and to the experiences of Division personnel.

F. H. RAYMOND - STATE FORESTER

ADMINISTRATIVE —DISTRICTS—

I NORTH COAST
II NORTHERN DISTRICT
III SACRAMENTO
IV SAN JOAQUIN
V CENTRAL COAST
VI SOUTHERN DISTRICT

—LEGEND—

DISTRICT HDQS.
DISTRICT BOUNDARY

SEPTEMBER ACTIVITIES

FIRE CONTROL: During September, California experienced some of the severest fire weather in recent years. As a result, there were 589 forest fires and 121 non-forest fires on lands of State responsibility. The forest fires blackened in excess of 40,000 acres of timber, watershed, and range lands, and the non-forest fires caused $7,602,942 damage to structures, vehicles, improvements, etc.

On several occasions during the month, the State Forester cancelled days off for all Division of Forestry personnel; suspended all "Control Burning"; and to strengthen detection and fire attack, added additional air patrol and air tankers. In addition to the regular forest fire crews, manpower resources on fires this month included; Military, Department of Corrections, California Youth Authority, and the County Honor Camp crews.

Listed below, by Ranger Unit and acreage burned, are the large fires that occurred during this period:

Humboldt Ranger Unit

1,820 acres of timber, grass, and slash
1,590 acres of slash
1,230 acres of timber, brush, grass, woodland, and slash
1,010 acres of timber
740 acres of timber, brush, and slash
720 acres of timber and brush
550 acres of brush and grass

Mendocino Ranger Unit

490 acres of timber
400 acres of brush and grass
390 acres of timber and grass

Napa Ranger Unit

425 acres of woodland, brush, and grass
300 acres of woodland, brush, and grass
200 acres of woodland, brush, and grass

Siskiyou Ranger Unit

650 acres of grass

Lassen Ranger Unit

2,325 acres of brush and grass

Shasta Ranger Unit

800 acres of timber, woodland, and brush
300 acres of woodland, brush, and grass
260 acres of woodland

Tehama Ranger Unit

320 acres of brush

Butte Ranger Unit

788 acres of woodland and brush
210 acres of timber, brush, and grass

Nevada Ranger Unit

732 acres of woodland

Calaveras Ranger Unit

5,120 acres of woodland, brush, and grass
200 acres of grass

Mariposa Ranger Unit

940 acres of brush
350 acres of grass

Santa Clara Ranger Unit

6,000 acres of grass (Stanislaus County)
470 acres of grass (Alameda County)
300 acres of grass (San Joaquin County)

San Benito Ranger Unit

206 acres of brush and grass

San Bernardino Ranger Unit

258 acres of brush

Orange Ranger Unit

295 acres of brush and grass

Riverside Ranger Unit

2,600 acres of brush and grass
905 acres of brush and grass
800 acres of brush
505 acres of brush (Joint CDF-USFS fire)
257 acres of brush
205 acres of brush and grass

San Diego Ranger Unit

1,705 acres of brush
710 acres of brush
540 acres of brush
300 acres of brush
235 acres of timber and brush

While fighting a brush fire in Lake County on September 15, one of the initial attack air tankers hit a tree and crashed; the pilot, George Jess of Chico, was killed.

AUTOMOTIVE EQUIPMENT: The first of six "weasels" acquired recently from Military surplus, is undergoing major modification to adapt it for specialized fire-fighting work. There is need for an off-highway, track-type fire truck capable of negotiating rough terrain where standard types of 4-wheel vehicles cannot operate. This unit offers promise of being adaptable for this purpose. Plans include the mounting of a water tank and fire pumps, with space for men and tools. The present track supporting mechanism must be changed to allow operation under steep, rocky conditions without throwing tracks.

Extensive test in co-operation with the U. S. Forest Service will be made in the near future. Should these tests prove successful, other units will be activated for use next fire season.

FOREST FIRE RESEARCH AND EQUIPMENT DEVELOPMENT: The final work on the Ramona Initial Attack Air Program was completed the last week in August, and was in full operation early in September. The fleet consists of two surplus TBM (Navy torpedo bombers) air tankers and a Cessna 180 for observation and aerial photography of initial attacks on fires within a perimeter of 20 minutes flying time from the Ramona airport.

The initial attack air program for the Central Coast Administrative Area was activated at Salinas about the middle of the month. The air tankers being used on this operation are two Stearman's with a combination air tanker-observation Cessna 180. The tank for the Cessna holds 60 gallons of fire retardant and was designed and built at the Davis Shop as part of our equipment development program. The outlet of the tank is circular and extends through a 15" diameter camera port (special adaption) in the floor of the fuselage.

Aside from continued evaluation of the various initial air attack operations being conducted about the State, there were two specific activities which merit attention. Two days during the month of September were spent in further testing of bentonite clay as a fire retardant. Field personnel from Central Coast Administrative Area participated in these tests along with personnel from the California Forest and Range Experiment Station. The effectiveness of bentonite in comparison to that of borate was checked on heavy grass plots and a comparison was also run between the two retardants when large brush fires were treated. Tentative analysis indicates that the bentonite has comparative retardant characteristics for the first 2-2½ hours of drying following application; thereafter, the greater amount of borate applied per unit area (at the mix ratio of three pounds per gallon) acts as a better retardant than the lesser amount of bentonite material applied per unit area (at the mix ratio of one pound per gallon). The jelling characteristics of the bentonite require further investigation before this material can be easily handled with existing pumping equipment.

There was a joint meeting held on September 25 between the Department of Water Resources, the Department of Agriculture, and the Department of Natural Resources as represented by the Division of Forestry to discuss the experimental cloud nucleation program being operated this summer by the Division of Forestry. The Department of Water Resources has co-operated in the program this season by financing the installation and operation of a radar station established on the Don Landon lookout site. The observed and filmed data recorded at this radar site indicates the amount

lightning activity, as well as the development of precipitation cells in and adjacent to the target area. Preliminary analysis of this data indicates that there was, perhaps, a slightly greater amount of lightning activity coupled with a slightly greater amount of precipitation. The analysis of lightning fires within and without the target area has not yet been completed, but for the area within the Division of Forestry protection it would appear that the number of fires reported during the hours of generator operation as opposed to the hours during which generators were not operated were about three times greater in number. The majority of lightning fires which occurred in the target area on generator operating days came as a consequence of a cold low pressure frontal activity rather than as the result of summer convection type storms.

A general meeting was held in Southern California between various co-operators involved in the fuel-brake program being conducted in that area.

WATERSHED MANAGEMENT: The State Forester was represented at the monthly meeting of the State Soil Conservation Commission.

A training conference on Public Law 566, sponsored by the U. S. Soil Conservation Service, was held in Berkeley during this report period. In addition to the U. S. Soil Conservation Service, the State Division of Soil Conservation, the U. S. Forest Service, and the California Division of Forestry participated.

A meeting was held to determine progress and needs on those Public Law 566 projects being planned. The agencies represented were the U. S. Soil Conservation Service, U. S. Forest Service, State Division of Soil Conservation, and California Division of Forestry. It is anticipated that this meeting will be scheduled once each month, so the principal agencies involved in planning Public Law 566 projects will be informed of the planning efforts and needs.

The U. S. Forest Service, the State Division of Forestry, and Chief Wadleigh, Santa Barbara County, met in Santa Barbara to prepare a work outline for continued planning of the fire control needs of the Santa Ynez Project, authorized by the 1936 Flood Control Act.

On the ground, reconnaissance of the Carmel River, Alisal, and the Carnadero-Llagas Public Law 566 projects was made to estimate the probability of further fire control planning needs, as it pertains to Public Law 566 (1018). The State Forester's office and the Regional office of the U. S. Forest Service participated.

FIRE PROTECTION - CONTRACT COUNTIES: The State Forester was represented at two meetings during September; one was the Annual conference of the International Association of Fire Chiefs in Los Angeles, and the other was the California State Fire Chiefs' Association meeting in Santa Barbara. The Division of Forestry demonstrated a special hose laying technique at the Los Angeles meeting.

It now appears the Division of Forestry will enter into a contract with the Olympic Organizing Committee for the protection of facilities at Squaw Valley.

FIRE WEATHER AND FIRE DANGER RATING: During September, the State Forester's office received a request from the Louisiana Forestry Commission for a more detailed explanation of California's Burning Index. The Commission, represented by Mr. Romero, Staff Forester, had noted the item on the Burning Index in the recent report, "The California Division of Forestry in 1957." The information, mainly of a technical nature concerning the rate of spread and intensity factors, was supplied.

A copy of a report "1957 Forest Fires and Fire Danger in Virginia" was received from Mr. John J. Keetch, the Co-ordinator for the National Fire Danger Rating System. This report outlines a new approach to the use of a fire danger rating figure in that comparisons of seasonal severity and estimates of suppression efficiency may be made.

A supply of parts 4 and 5, "Fire Weather Station Installation and Maintenance," of the California Fire Danger Rating Manual has been received and will be distributed to the field shortly. Parts 1, 2, and 3 are currently being used by field personnel.

FIRE PREVENTION: Forest fire prevention activities continued throughout the period with special efforts made to contact hunters entering the foothill and mountain areas with a reminder of the need for extra care with fire because of hazardous conditions resulting from critical fire weather. Emphasis was also placed during this period on suitable fire prevention displays a eight county fairs.

PUBLIC RELATIONS: A conference was held in Berkeley on September 15, 1958, between the State Forester and the Director of the University of California Extension Service and their staff representatives. The purpose of the meeting was to exchange information about the organization of each agency and objectives, particularly in the fields of brushland range improvement and in aid to woodland owners. A better mutual understanding will foster improved relations and co-operation. Plans are to continue discussions through two joint committees that were established, one in range and the other in forestry, and to have additional conferences at State and local level in the future.

STATE FORESTS: The Advisory Committee to Jackson State Forest held a tour and a meeting on September 11th. This Committee was established by the Board of Forestry and consists of three representatives of management from the redwood industry. The Committee was pleased to observe the progress being made on the Forest. In general, the Committee (1) recommended more effort to publish results, (2) endorsed plans of the Division to increase experimental work, particularly in young-growth stands, and (3) suggested that the Division sponsor a tour of the Forest by a representative group of redwood foresters. The Committee plans to review operations on Jackson State Forest once a year.

SERVICE FORESTRY: The U. S. Soil Conservation Service, Forest Service, and the State Division of Forestry have prepared a "joint memorandum" which clarifies the co-operative working relationships of each agency with respect to forestry on privately owned land. This memorandum was prepared after a series of interagency discussions and conferences. The letter explains the job each agency has to do to raise the level of forest management on small private ownerships.

This co-operative memorandum has been sent to field officers of all three agencies. The letter, which was accompanied by directories and maps of service areas, should help cement working relationships and prevent overlapping services. The Division's Service Forestry program should profit considerably from the streamlining of services.

The use of the Federal Agricultural Conservation Program (ACP) for forest and range conservation work continues to increase. Statistics for 1957 recently released by the California Agricultural Stabilization Committee (ASC) show that 854 acres were planted to forest trees; 1,603 acres of young-growth were treated for stand improvement; 44,819 acres of range and pasture land were reseeded; and 24,524 acres of range and pasture land were treated to control competitive shrubs. Cost

shares or assistance payments to farmers for these four practices amounted to $244,116. These four practices made up 7% of the total ACP assistance in California.

The forestry practices of planting and stand improvement showed nearly a fourfold increase in 1957 over 1956. The Division's Service Foresters provide the technical assistance and on-the-ground knowledge to farmers improving their forest land under this program.

NURSERY: Nursery price list-order blanks for the 1958-59 selling season have been received from the printer and will be distributed early in October to individuals and organizations interested in obtaining trees from the Division's nurseries. Prices for nursery stock recommended by the State Forester were approved by the Board of Forestry at its meeting in San Francisco, August 15, 1958.

Distribution of trees will commence in early November. Available for sale will be approximately 3,200,000 trees from the four nurseries to be sold for the purposes specified in Public Resources Code Sections 4351 and 4352. Of this number, about 1,000,000 are Douglas fir and over 500,000 are ponderosa and Jeffrey pines. The remaining 1,700,000 are made up of 32 species suitable for planting in the many varied conditions in California, and for the several uses permitted by the Code.

SOIL-VEGETATION SURVEY: Field work on the Soil-Vegetation Survey in Tehama County was completed during September. A field inspection for correlation of the new soil series identified and described during the survey in this county was made during the week of September 22 to 26 by personnel of the Soil Correlation staff of the U. S. Department of Agriculture, the Soil-Vegetation Survey Project, University of California, and California Division of Forestry. The survey crew that was operating in Tehama County has moved to Shasta County and begun field work on the soil-vegetation survey in the southern part of that county.

WATERSHED MANAGEMENT RESEARCH: A progress report summarizing watershed management research at San Dimas Experimental Forest for the fiscal year 1957-58 was received by the State Forester. This research is conducted by the California Forest and Range Experiment Station in co-operation with the California Division of Forestry; the State of California has been contributing $24,000 each year to this research program since 1947.

The progress report shows that watershed management research in co-operation with the California Division of Forestry at San Dimas Experimental Forest moved to a pilot plant basis during the past year. Whole watersheds are placed under applied, intensive management, with more useable water as the objective. The effect of woodland-riparian tree and brush removal and side-slope chaparral conversion is being tested in separate canyons to obtain separate evaluations.

Plot tests of brush defoliation produced a soil-moisture carry-over of 11 inches of water. Evapotranspiration losses were more than double in the untreated brush. Lysimeter tests indicate that June defoliation maintained soil moisture at the highest level for the longest time.

Five reports dealing with research at San Dimas were published during the last year and ten more are in various stages of completion.

ENGINEERING: A site has been picked for a new honor camp in Lassen County near the town of Bieber. This camp will be an 80-man camp.

Construction has started on Chamberlain Creek CDC Honor Camp on Jackson State Forest in Mendocino County. This camp is expected to be completed in May of 1959.

The Del Puerto Forest Fire Station in Stanislaus County has been completed.

CARRYING THE MAIL FOR FOREST CONSERVATION

Carrying the mail for forest conservation is nothing new for 31,000 rural mailmen in the United States. For years, the rural carriers have been reporting forest fires to the Department of Agriculture and news on bird migrations to the Fish and Wildlife Service. From the days of the rural mailman with his horse and buggy and later with his Model-T this has provided a valuable and purely voluntary public service.

Recently something new has been added to this service and nothing quite like it has ever happened to forest conservation before. By authorizing 120 million copies of a Forest Conservation Commemorative Postage Stamp that was officially released October 27 at The American Forestry Association's annual meeting at Tucson, Arizona, the Post Office Department will be carrying the story of forest conservation into millions of American homes for the first time.

The stamp designed by Rudolph Wendelin of the Department of Agriculture tells in a flash the story of wise-use forestry in America and its relationship to soil, water, wildlife, and timber. This story, as told in a three-color stamp on millions of envelopes, will be personally handed to Mr. and Mrs. America by 176,501 letter carriers in America in coming months.

Since the Forest Conservation Stamp commemorates the 100th anniversary of the birth of that great forestry advocate, President Theodore Roosevelt, the American Forestry Association expects that the new issue will have enjoyed a big first-day sale. The record up to this time is held by the Whooping Crane stamp issued last year and designed by Wildlife Artist Bob Hines. The whooper stamp had a whooper first-day sale in excess of four million, but informed insiders say the Forest Conservation Stamp is even better and we hope to break that record.

The American Forestry Association

$500 SCHOLARSHIP

Establishment of an annual $500 scholarship for college forestry students was announced jointly by President Walker B. Tilley and Dr. Sidney E. McGaw, Chairman of the Education & Training Committee of the Redwood Region Conservation Council here.

Purpose of the scholarship is to provide incentive for students to enter forest industry careers as professional foresters. "As our horizons in the forest industries widen, and there is evidenced an increasing potential for uses of our forest resources, it becomes imperative that we have highly trained and intelligent men in this field," President Tilley said, concluding "perhaps this scholarship can help some young man with real promise along the road to professional forestry and thereby benefit the entire profession and our region."

Eligibility requirements, according to Dr. McGaw, specify that a candidate shall be eligible to enroll as an upper-division student in a school or department of forestry in an accredited California university or college in September, 1959. Applicants must be residents of Del Norte, Humboldt, Mendocino, Trinity, Sonoma, Marin, San Mateo, San Francisco, Monterey, or Santa Cruz Counties in the redwood

region, and have maintained in earlier college semesters at least a "B" average. In addition, each must have shown promise of effective professional and community leadership through extra-curricular activities.

One of the most unique points of the program is the method which will be used to finance the scholarship. Each of RRCC's nine Circles has endorsed financing the project. Members will voluntarily contribute small amounts to the scholarship fund annually and, it is hoped, interested persons outside the RRCC will add financial support to it. According to Tilley, "this system makes it a very personal thing; some of us will see young people from our own communities going forward in the field of forestry because of our efforts. It should give all of us a great deal of satisfaction."

It is the hope of RRCC that when the program has been underway for a brief period, the number of scholarships made available annually can be increased. That will depend, to a great degree, upon how well the program is financially supported over a long period.

In addition to submitting applications before April 30, 1959, candidates must also provide a transcript of all college work completed, a list of college extra-curricular activities, certified by a college instructor or administrative officer familiar with the student's work, and two letters of recommendation. Of these last, one must come from a college forestry or natural science instructor and one from a professional forester, familiar with the applicant's background and objectives.

According to Dr. McGaw, applications will be available after November 1, 1958, from the schools of forestry at the University of California in Berkeley and Humboldt State College in Arcata, or from the Scholarship Committee of RRCC, 223 Rosenberg Building, Santa Rosa. The first scholarship will be awarded in time for the opening of the 1959 fall semester.

The Scholarship Sub-Committee of the Education & Training Committee, which set up the scholarship guidelines and requirements, was under the chairmanship of Henry J. Vaux, Dean of the School of Forestry of the University of California, assisted by Earl B. Birmingham, Hammond-California Redwood Company; Ed Pierson, School of Forestry, Humboldt State College; R. R. Chaffee, The Pacific Coast Company; and Richard J. Roche, Principal, South Fork High School.

Redwood Region Conservation Council
October 1, 1958

CALIFORNIA GOVERNMENT & FORESTRY

Most all of you are aware that C. R. Clar, presently Assistant Executive Officer for the Board of Forestry, State Office Building No. 1, Sacramento, has been writing a book which is titled California Government and Forestry. The title pretty well expresses the contents. It is by no means just a history of the Board and Division of Forestry.

The first part embraces all the known uses of wood and the laws and regulations pertaining to the forest throughout the Spanish-Mexican era from the first pole bridges built by the Portola Party in 1769 up until the American occupation in 1846.

The remaining four parts covered the pre-Board of Forestry era and then the three different types of Board organization and history up to the creation of the Department and Division in 1927.

This is not a story of the use of wood or wildland. It is, as the title suggests, a review of every aspect of State government and forestry affairs, including a description of every proposed law in the field of forestry and some observations upon the forces of history which caused the laws to be considered and the various policies to be shaped and accepted. Biographical sketches are included for each Board of Forestry member, State Forester, and a few other important characters in the long story.

The work has been closely edited by Dean Emeritus Fred Baker of the School of Forestry and State Historian Dr. Wm. N. Davis, Jr. Many old-timers and eminent historians have contributed much valuable information and criticism to the work. I am told that this book constitutes a unique type of government writing, having been written from the "inside" with no false heroes, either persons or agencies.

I have read all galley proofs coming from the State Printer and find the material very "readable" in spite of being crammed with facts. Because of the numerous facts and the long periods of administrative frustration (due simply to the fact that State Government refused to be budged forward) some readers may complain that the action in parts of the book isn't as fast as a TV Western. The book is first of all a carefully written history, and that is why it will, we are sure, increase in value as decades and even centuries pass by.

Nearly half of the book is now in type and it appears that the entire book will run to a quarter million words or 600 pages. We hope that it will be finished near the end of the year. At the moment the author is one small step behind the printer. Each chapter is being vigorously revised for latest corrections, additions and ease of understanding before it is handed to the typesetters.

When completed, the book will be offered for sale by Document Section of the State Printing Plant, Sacramento, California, at a price not to exceed six dollars. Persons interested in purchasing a copy should advise the author or the Document Section to assure the printing of sufficient copies.

F. H. Raymond, State Forester

A TEN POINT PUBLIC RELATIONS PLAN

Through the co-operation and courtesy of the Highway Magazine, Mr. H. M. Gray, Editor, Highway Magazine, ARMCO Steel Corporation, Middletown, Ohio; and Mr. M. Bailey, Division Sales Manager, Calco Division, the following is a reprint of an article which appeared in their March and April, 1958, issues of the Highway Magazine. This article by Major General Lewis W. Prentiss, U.S.A. (Retired) is directed primarily to highway engineering people; however, the basic principles can be applied equally as well to our own Division of Forestry program by proper adaptation. It's worth the time to look at.

Our thanks to ARMCo Steel Corporation, Middletown, Ohio, for the reprint of this article.

A 10-POINT PUBLIC RELATIONS PLAN

Today, more than ever before, highway departments are in the public gold fish bowl with every move subject to critical examination and comment. Here's the first part of an authoritative article on what you can do to assure good public relations.

The other day some one said to me, "You make a lot of talks about the importance of good public relations and the need for educating the public on the benefits of the highway program, but you never tell anybody how a highway engineer can 'make friends and influence people' in support of his program." So here, before the most critical and experienced audience one could possibly select, I am going to outline a 10-Point Public Relations Plan.

1. FIRST OF ALL, there must be a sound understanding of what constitutes public relations. Regardless of what job I have held, I have always regarded myself as my No. 1 public relations man. When an engineer holds public office, and I was a bureaucrat for many of my 35 years in the Army Engineers, he must realize that the public is his real boss, and if he satisfies the public, he will probably satisfy his paper boss. He must also realize that he works in a gold fish bowl. Everything he does, and everything he says, goes down on the record, somebody's record, and it's entered either on the debit or the credit side--but it is not forgotten. The significance of this fact is that you can not practice good public relations part of the time and say "to hell with it" the rest of the time. You can't turn your public charm off and on like a television star. It must be on all the time. There are no "dry runs" for public officials. You are "firing for record" every time you shoot and that means whenever you open your mouth, except for food or drink. You can't make many misses and still stay in office.

2. EVERY MEMBER of my office or my department must be part of my public relations team. A tactless, impolite clerk, telephone operator, surveyman, junior engineer, right-of-way man, or deputy engineer can do more harm to public support of the Highway Department's program in two minutes by rude brush-off treatment to unimportant people than I can build good will with big shots in two weeks of concentrated effort. So I would start within my own organization and let my employees understand my feelings, my policies and my desires concerning dealings with the public at every level. My employees, and particularly my subordinate assistants, must be made to realize that they and I are public servants into whose hands a great trust and responsibility has been placed; a responsibility that needs public confidence and cooperation if it is to be carried out efficiently, quickly and with a minimum of friction. The Public is entitled to fair, courteous treatment at all times and in all places where my employees work.

3. THE MISSION of a public relations office. Too many people think that the function of a public relations man is to:

Get the Boss' name and picture in print.
Get the Boss a spot on the radio or television.
Prepare news releases slanted to put the Boss in a good light.
Cover up with all possible haste and thoroughness any mistakes which may have been made.

Of course, there are many routine duties for a public relations office to perform, but the most important is that of gaining the confidence of the working press, including radio and television newscasters. Here is how you do it.

Recognize that newsmen are smart. If they aren't, they won't be newsmen very long.

Recognize that they are probably as smart or smarter than you are.

Don't try to fool them. They can smell a slanted story the minute you start slanting it and then they are no longer interested in your story. They start digging to find out why you slant it. The reason for slanting becomes the news.

A newspaper operates on deadlines. If you want cooperation from reporters, don't be so busy you can't help them make deadlines.

Remember that reporters on morning and Sunday newspapers are often times still working at their jobs at night and Saturday afternoon during your "time off." If they call you at your club or home during your "time off", don't give them the brush-off, help them with their story. It pays big dividends.

Play fair with all papers. Don't favor one with "exclusive" releases and don't time your releases habitually to favor one paper.

Cultivate a "nose for news" and help the reporters with possible leads for good stories. Honor "exclusive stories" when a reporter is developing a particular subject into a "feature story."

The second important function of a public relations office is accuracy and thoroughness. Don't let them put the Boss on the spot by furnishing you inaccurate or inadequate material. Insist on accuracy. If you have the public relations office prepare speeches for you, establish the following as a routine procedure:

Give them your ideas before they start. Outline the scope of your talk and the specific points you want to make.

Evaluate your audience and insure that the right speech for that audience is prepared. Never give the wrong speech no matter how well it has been written.

Train your public relations office to write in a style that sounds like you talking. Avoid flowery, stilted language and aim for sincerity.

Be sure to read, review and edit the speech before you present it. Nothing lowers the prestige of a speaker more than an audience reaction that "he not only didn't write it, but he sounded as though he hadn't even read it."

Don't let your public relations man go around bragging that he writes all of your speeches.

4. SINCE THE HIGHWAY engineer holds a high government office, one of the most responsible and important positions in the local government, he should realize that he does not have to and must not act important in order to impress people. If he is important, people know it and if not, no manner of acting important on his part will convince people that he is anything more than a stuffed shirt. A modest, sincere, hardworking, fair and reasonable attitude toward people will create in them a willingness to cooperate and a desire to help him get the job done. So the next point on the Plan is "be yourself"--be natural. Don't try to act a part. Don't try to imitate the Hollywood version of a successful public official.

5. THE MOST IMPORTANT tools available to help the highway engineer get the job done are "people"--people who work for him and people with whom he must work. He, therefore, should study people. No two people are alike; no two people react alike under all circumstances, so don't try to treat them all alike all the time. It won't work. Foremost among the people he should study would be himself. How is he affecting people, specific people? When he has trouble with people, does he ever analyze himself, review what he has said, and how he is acting, or does he

always blame trouble on the other man? Is he putting his ideas across? If not, why not?

6. THE HIGHWAY ENGINEER might well call all of his district engineers in for a public relations conference and outline for them his concepts of dealing with the public and require them to repeat the indoctrination treatment at field level with all of their employees. He should prepare for them a public relations kit which could be used by them as background material for talks before luncheon clubs, chambers of commerce, and at public hearings. It would also serve to assist them in news interviews, radio, and television appearances. Such a kit would cover such items as:

a. The Bypass problem.
b. Limited access--the needs and benefits.
c. The effect on local traffic by keeping through traffic off local streets.
d. Economic benefits of the highway program both local and national.
e. The meaning of "projecting traffic requirements to 1975" and why this requirement sometimes demands a 300-foot right of way which might seem excessive now.
f. The factors considered by planning engineers in selecting a highway route.
g. A state highway planning and construction program--forecast at least six months ahead--indicating in general the projects under design, projects to be advertised and target dates, projects under construction with completion target dates and lastly a schedule of public hearings.

7. WHILE THE DISTRICT engineers are assembled, it would be a good idea to call a press conference and let the assistants see how to present material to the press and handle a question and answer period. The meeting might close by making available to the press the six months forecast of planning and construction and a report on the status of the program and progress to date.

8. ANTICIPATING and preventing trouble. The next point is the need for a constant review of the program to anticipate trouble spots and prevent them from developing. Some of these trouble spots may be caused by:

a. New ideas--new concepts, such as limited access and building for traffic needs of 1975.
b. Conflict of interests.
c. Misunderstandings.
d. Misrepresentation, intentional or otherwise, by disgruntled persons or by those who seek personal gain by different solution to the highway location.

This analysis should be made with each area or district engineer almost on a mile by mile basis in order to pinpoint trouble spots. Corrective or preventive action to be effective must be timed right and applied at the right point with rifle fire accuracy and not with a scatter shot approach.

9. BASED UPON the pinpointed existing or potential trouble spots, a plan of action, a war plan, if you please, should be prepared to attack each spot, covering the following points: Who? What? Where? When?

a. Who? Depending upon the seriousness of the trouble, the answer may be the state highway engineer, his deputy, district engineer, or some other assistant. It may require several people, including the chief planning engineer.

b. What should you do?

(1) Call on the editor of the local newspaper and present in a clear, concise manner the state plan and the engineering, traffic and economic reasons behind the plan. The known objections should be set forth and the fact emphasized that meeting these objections will create other objections of equal or more serious nature. It should be pointed out that potential benefits to the many will unavoidably cause inconvenience to a few. The editor's support should be sought editorially together with objective news coverage prior to any public hearing. He should be furnished appropriate material from your Public Relations News Kit.

(2) Call on the leading bankers. They are silent partners in every step of your construction program and, in addition, their banks stand to benefit from the economic boost which is invariably experienced in areas served by modern highways. Feed them facts and figures. Their opinions are respected and their lead followed by most business and civic leaders.

(3) Arrange to have the American Road Builders' Association's motion picture, "We'll Take the High Road" shown in every luncheon club, chamber of commerce, P.T.A. and church meeting in town. Have it shown on TV as a public service. Give the area the saturation treatment just prior to your public hearing.

(4) Organize militant support for your plan. Don't let the record of the hearing reflect only opposition and no support. See to it that a convincing presentation of the sound justification of your plan is made by a highly respected local man whose interest in the project can not even by inference be said to be "self-serving."

(5) When the hearing is held be sure that the official conducting the hearing gives careful and courteous attention to all objectors so that none leaves the hearing with a feeling other than one of satisfaction, that he was given a fair chance to raise and support his objection. The attitude of the opposition is very important for frequently following a a hearing they are the ones with whom you must negotiate for purchase of right-of-way. If you place all witnesses under oath, you will eliminate a lot of extraneous and exaggerated material.

(6) Whenever it is decided to acquire right-of-way, send a personal letter signed by you to each landowner. Explain the intent of the State to purchase the property, the purpose for which it is being purchased, how the fair value is established and, if possible, the name or names of the appriasers who will call and make the appraisal. Advise them also the name, if possible, of the real estate negotiator who will negotiate the sale. Give them the name and telephone number of a member of your staff especially designated to answer inquiries concerning land acquisition. See to it that this individual is completely familiar with all current acquisition problems. If acquisition of right-ofpway is decentralized to districts, be sure that the landowner understands he can always appeal to your office.

c. Where? Carry the battle to the opposition. Go to the major trouble spots yourself. Let the public know of your personal interest. Let them see in the press and by personal appearances that you are getting first-hand information.

d. When? Start soon enough to do a real job before the hearing. Don't let the opposition build up a position from which it will have trouble retreating without loss of face. You will be amazed at how much false information is put out by the opponents and believed by intelligent people because they have not been given true facts and figures. The longer you delay launching your offensive the longer will the petition lists grow and although many who sign petitions do so only to accommodate a friend, a bulky petition may subject you to undesirable pressure. Make your final decision as promptly as possible after a careful review of the transcript of the hearing. Accept good recommendations presented at the hearing. It will increase the public's confidence in you.

10. THE LAST POINT in the Plan has to do with recruiting engineers for your highway department. Don't send a Boy out to do a Man's job. I made this mistake when I sent a junior engineer out to the engineering colleges in Maryland, Washington, and Virginia to recruit engineering graduates and undergraduates for the Engineer Research and Development Laboratory. Send a man with a name and a reputation. Go yourself. Take a copy of A.R.B.A.'s new film, "Engineering Your Future." Show the film. Show yourself and make your sales pitch. Before you leave the campus, arrange a lunch with the head of the Civil Engineering School, the professor of highway engineering, two junior students and two seniors. Let them all feel that you recognize their importance but concentrate your attention on the students. The interest which you generate in them and their reaction to you as a future boss may make salesmen of them for the highway profession.

THE JOB of public relations for the accelerated highway program is too big to be handled alone by the state highway engineer. The Bureau of Public Roads and organizations such as AASHO and ARBA must help. However, the day has passed when the state highway engineer can say, "I design and build the roads where they ought to go. Let somebody else sell them to the public." Competition today is too keen for the TAX dollar. The public decides where the tax dollar is spent. Everyone interested in a sound highway construction program wants to keep the program rolling. Good public relations, backing up sound engineering and economic planning, will insure the essential public support.

PRESS RELEASE DATED OCTOBER 23, 1958

State Forester F. H. Raymond announced the appointment of Morton R. Colvin to the position of Law Enforcement Coordinator in the Division of Forestry. Mr. Colvin's headquarters will be in Sacramento.

Mr. Colvin is a native of San Francisco, a veteran of World War II, is married, and has two small children. For the past several years he has been in private law practice in San Rafael. Mr. Colvin assumed his duties as Law Enforcement Coordinator with the Division on October 20, 1958.

HUMBOLDT COUNTY

This is the first year in my recollection that Humboldt County has had assistance in its fire control problems from the Sacramento office and all the districts in the State, as well as all counties in District I, outside of Humboldt County. We also had one of the longest protracted extreme periods since 1936.

We wish to thank and commend all of the men who came into Humboldt County to aid us and the very fine job and co-operative effort put forth in the control of our fires during this trying period.

District VI boys only got in on the early part of the extreme fire weather and like all of the rest, were as wet as if they had been ducked in the river before the fire camp was broken up, but strong north winds soon dried things excessively and we got into our prolonged extreme period, which may be a little difficult for those of District VI to realize.

However, thanks again to one and all.

Wm. Siler
State Forest Ranger

"SAD TALE"

T'was the day before Buck Season and all through the D.O.
Everybody was stirring and ready to Go
Their guns were all cleaned with the utmost of care
Each hoping tomorrow That buck would be there.

When out of the radio came such a clatter
They sprang from their desks to see what was the matter
Down the hallway they ran to the dispatcher's room
Each face appeared draped in a curtain of gloom.

The voice came again, everyone stood stark still
"It can't be a fire, just the smoke from a mill"
Once more came the voice, high pitched and excited.
"Somone at Beegum, the brush has ignited."

"I can see the flames now as they charge toward the Peak,
To put this one out will take more than a week"
A dead silence fell before they departed
Then they all grabbed their boots and to Beegum they started.

I'm sure their last words..though faint to my ear
Were, "What the Hell boys, there is always next year!"

Charles R. Powers
Associate Ranger

DISTRICT III

This month, Assistant Deputy State Forester Don Knowlton received from The American National Red Cross a Certificate of Merit in recognition of services rendered on May 1, 1958, when he assisted in rescuing Howard Ross from drowning in

a seasonal lake after his car ran off a road in Tuolumne County. After assisting in removing Ross from the water, Knowlton administered artificial respiration and assisted until Ross was taken by ambulance to the hospital in Sonora. As a result of the prompt action by Knowlton and an employee of the Division of Highways, Ross' life was saved.

Fred M. Dunow
Deputy State Forester

KINGS COUNTY

Hello again! Arrived back at Headquarters after a most wonderful vacation only to find the gang suffering from Buck Fever. The symptoms are very bad, but the cure is quick -- just one long weekend in the mountains.

With my family, I had one of the most exciting vacations ever. South of the border from Nogales to Mexico City by car, we hit highways and by-ways, desert and jungle, village and city. The trip covered elevations from two feet above sea level in Guaymas to 7,349 feet the site of Mexico City. We experienced tropical climate and storms as well as eternal spring. We enjoyed many of the native foods and fruits as well as continental dining. Our itinerary included universities and market places where we purchased item after item of magnificent handcraft. Our new possessions include everything from a gold charm bracelet to a machete. Each day brought a new adventure -- a visit in a typical home made of adobe with a charming patio its focal point, or a palace; a bejewelled cathedral or a mountain shrine; San Blas, a tropical beachcomber's paradise. The courtesy afforded us throughout Mexico will long be remembered. We're planning to fly back next summer.

David Barros, Hanford Headquarters, and Carlie Pennebaker of Exeter named the day, October 5th.

C. C. (Pappy) Allen of Kit Carson is still on the sick list. He looks well and feels fine but getting over surgery for a crushed disc takes time.

Ranger and Mrs. C. E. Lindley are spending CTO days up north. I saw a fishing pole sticking out of the car window.

Our log cabin at the Kings County Fair caused much favorable comment. Wish all of you could have seen our Pop driving Maverick in the Fair and Homecoming Day Parade. He was the official escort for the two gun hero.

Thank you Mariposa for our Foreman Jack Bixler and Odis Butler, FTD.

Florence P. Appell
Clerk-Dispatcher

KINGS COUNTY (Cont'd.)

The gang are beginning to settle down. Fire season is over, hunting and fishing on the wane, and vacations just a memory. However, Ranger and Mrs. C. E. Lindley may be located in Warm Springs complete with tent, sleeping bags, rifles and no fooling, red flannels. We saw them! Hope they have their usual Buck luck.

The honeymoon is over. David Barros is back at headquarters following his two-step with the former Carlie Pennebaker of Exeter.

James Ransdell (Kit Carson - Guernsey Relief) is on sick leave. His recipe for filling shotgun shells kicked back while duck hunting. Result, one shoulder injury and a broken gun stock.

C. E. Metcalf, Deputy State Forester, was the installing officer for the Kit Carson Volunteer Firemen at their annual meeting which followed a super pot-luck dinner. Kings County chefs have an enviable reputation.

Most of our stations have already commenced folding Christmas Seals for the Tuberculosis and Health Association. This is a yearly contribution from our boys.

Our fire truck drivers still prefer red for equipment. They have been giving our new white truck the once over and the straw vote is for red. I don't agree with them.

Milton Clark (Avenal) passed the cigars with a blue band.

It is with sympathy to inform you of the recent death of Mrs. H. C. Wood of Fresno, the mother of Mrs. Jack Bixler.

Florence P. Appell
Clerk - Dispatcher

DISTRICT VI

There is a saying, "history repeats itself." We had light rains in late September. Then people said, "Believe fire season is over. We'll have an early winter." The same thing happened in 1948. In both years, a Santana wind followed the rain and a "Green River Fire" started in the same place each year. The only difference was that the '48 wind was much harder, so the acreage was 43,000 instead of 200 as in '58. The next day after our '58 Green River, we had 904's of 1200, 740 and 250. The following week, Los Angeles had the Monrovia 12,800 and 300, both of which we assisted on; and CDF had fires of 3200,380, 90, and 3700. And still they burn all through October; one of them taking 23 homes. Early Winter!

On the Los Angeles Monrovia Fire (October 2), two of our FEO's, Pete Miller and Vern Dupper, got badly singed, Pete especially. They and a Los Angeles man had to climb under the dozer. Since it was only a D-7, space was at a premium and Pete had too much overhang. This was Pete's second time in five years. He is undergoing skin grafting in the Redlands Community Hospital at this date, October 29, and should be there at least several more weeks. Vern Dupper was released in mid-October.

Another FEO, Ray Smith, got scorched a little on an Orange County fire. he also got smoked out on a San Bernardino fire, but recovered soon enough to help save the life of fire fighter Richard Mills. Several others were also affected by heat and smoke, Foreman Bill Peterson, especially, who has not yet returned to duty after two weeks.

Another casualty, though not of fire, is Morena Project Foreman Frank Thomas. His car plunged into a ravine two weeks ago. Frank lay unseen and

unconscious for hours before a truck driver noted signs of a wreck and investigated. Frank did not come out of the coma for days, and is still listed somewhat critical.

Project Foreman Jim Gann now has another little Gann to help round out the family.

Associate Ranger Don Russell reappeared at the Training Center when it opened its second session this month. Don had missed the last session in May while having his game leg worked on. He was bedded down for four months.

Another reappearance is Camp Supervisor Stan Moe. Looks good, and I'll bet he feels good to be back in the Minne saddle. Disappearing from La Mesa headquarters is Associate Dick Groninger who thinks that (I believe) Squaw Valley looks very relaxing after a year in La Mesa headquarters. Or maybe, he just wants to get closer to nature. I can just see Dick flinging himself in front of all those "white" squaws on skiis just to get an introduction. Already gone from nearby Ramona warehouse is ex-foreman Ernie Balmforth, now Assistant Ranger in District IV. Good luck to Dick and Ernie.

Lost -- one mouthpiece. Assistant Ranger Bill Clayton recently lost his radio in a brush fire. Oh yes, the radio was in a "56 Chevy pickup which was burned, wrecked, and burned beyond further use. Bill was using a fire truck hose to protect his pickup when the hose burst right at the $60 question. Then he tried to move the vehicle but the motor conked out as flames sapped the oxygen and in the melee, pickup went over the bank to be wrecked and further burned in the heavy brush. Bill exited just as Chevy went over the bank.

Douglas Glenn, Dispatcher

SOUTHERN CALIFORNIA TRAINING CENTER

The Training Center opened the doors for our 1958-59 Training Program to twenty Forest Fire Truck Drivers on Monday, October 13. This first group includes ten men each from Districts IV and VI.

District IV - G. L. Boos, Fresno; F. D. Brows, Tulare; A. J. Chase, Fresno; R. O. Helm, Madera; M. W. Kramer, South Fresno; L. T. Krogen, South Fresno; G. A. Logan, Fresno; D. A. Olday, Fresno; W. C. Smith, Tulare; J. K. Washburn, Madera.

District VI - L. A. Anderson, Riverside; R. G. Hamilton, San Diego; W. L. Mansell, San Diego; V. O. Miller, San Bernardino; W. A. Myers, San Bernardino; J. C. Newman, Riverside; E. A. Stanek, San Diego; D. C. Stanford, Orange; J. W. Turner, Riverside; E. T. Warren, Riverside.

Graduation for those satisfactorily completing the course is scheduled for November 14, 1958.

On October 17 and 18 these Driver Trainees were "displaced" from Training Center location training to participate in the control of the Sleepy Hollow Fire in San Bernardino County. On October 21 and 22, they were dispersed throughout District VI to cover stations because of extreme fire weather conditions and CDF participation on major fires in Ventura and Los Angeles Counties. In each case, activities paralleled the Training Program, allowing an opportunity for training under actual conditions.

Four fire trucks were received from District IV for use at the Training Center; one each from Madera, Mariposa, Fresno, and Tulare Counties. These units are different type 4WD's, in excellent condition and a definite asset to our Training Program.

A second session is scheduled for Monday, November 17.

W. G. Francis
State Forest Ranger

PERSONNEL CHANGES

The following field appointments and transfers have been authorized and completed since the last News Letter was released:

George R. LaBel - promoted to Assistant State Forest Ranger, Santa Clara Ranger Unit from Forestry Work Project Foreman, Slack Canyon, Monterey County, effective October 1, 1958.

Ernest L. Balmforth - promoted to Assistant State Forest Ranger, Sanger, Fresno Ranger Unit, from Forest Firefighter Foreman, La Mesa, San Diego Ranger Unit, effective October 1, 1958.

Fritz S. Konklin - promoted to Assistant State Forest Ranger, Tulare Ranger Unit, from Forestry Work Project Foreman, Mt. Bullion FWC, Mariposa Ranger Unit, effective October 1, 1958.

John F. Miller - promoted to Assistant State Forest Ranger, Coalinga, Fresno Ranger Unit, to Forest Firefighter Foreman, Tulare Ranger Unit, effective October 1, 1958.

Walter E. Pease - promoted to Forest Technician, District III Headquarters, Sacramento, from Assistant Forest Technician, District III Headquarters, Sacramento, effective October 1, 1958.

Walter P. Bemis - promoted to Assistant Forest Technician, District III Headquarters, from Forestry Trainee, District III Headquarters, Sacramento, effective October 1, 1958.

Robert N. Keepers, Assistant State Forest Ranger, transferred from Coalinga, Fresno Ranger Unit, to Los Banos, Merced Ranger Unit, effective October 1, 1958.

Oscar Hazelrigg, Assistant State Forest Ranger, District V, Monterey Ranger Unit, promoted to Associate State Forest Ranger, District I, Lake County, effective October 31, 1958.

Edwin C. Berger - promoted to Assistant State Forest Ranger, Camino, El Dorado Ranger Unit, from Forestry Equipment Operator, Nevada City, Nevada-Yuba Ranger Unit, effective October 31, 1958.

Wesley A. LeBel - promoted to Assistant State Forest Ranger, Humboldt Ranger Unit (Alder Point) from Forest Firefighter Foreman, District IV Headquarters, Fresno, effective November 1, 1958.

Margaret Ellis reinstated as Delineator in the Engineering office on September 23, 1958, to replace Harry Crabb who transferred to the Division of Highways.

Rena Ehrig appointed as Junior Typist Clerk in the Engineering Office on September 29, 1958.